

Rep Order# 6837951 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

5007 Printed: 08/02/2012 9:28 AM
Last Received: 08/01/2012 11:52 AM
Showing Buylines: All Lines

1
of
7

Station KSNV-TV LAS VEGAS, NV.
Advertiser () OBAMA FOR AMERICA
Product OBAM FOR AMERICA
Estimate# 1537
Buyer MAURA GILROY
Phone#

Agency () GMMN
 3050 K ST NW
Agency CP1/P2/E WASHINGTON
Flight Dates 10/1
Hiatus Weeks

Rep Firm **PHILADELPHIA**
Sales Office () **AMY MCCREARY**
Salesperson ()
Salesperson Phone# **215-568-6540**
Salesperson FAX# **215-568-1845**

— CONTRACT COMMENT —

BARACK OBAMA FOR AMERICA SC=*

Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU-F	5A-6A		:30	\$100.00	10/30-11/02	4	1	4	\$400.00
			Buyline Comment: NEWS							
2	M-TU	5A-6A		:30	\$100.00	11/05-11/06	2	1	2	\$200.00
			Buyline Comment: NEWS							
3	TU-F	430A-459A		:30	\$50.00	10/30-11/02	4	1	4	\$200.00
			Buyline Comment: NEWS							
4	M-TU	430A-459A		:30	\$50.00	11/05-11/06	1	1	1	\$50.00
			Buyline Comment: NEWS							
5	TU-F	6A-7A		:30	\$190.00	10/30-11/02	4	1	4	\$760.00
			Buyline Comment: NEWS							
6	M-TU	6A-7A		:30	\$190.00	11/05-11/06	2	1	2	\$380.00
			Buyline Comment: NEWS							
7	TU-F	7A-9A		:30	\$250.00	10/30-11/02	9	1	9	\$2,250.00
			Buyline Comment: TODAY SHOW							
8	M-TU	7A-9A		:30	\$250.00	11/05-11/06	2	1	2	\$500.00
			Buyline Comment: TODAY SHOW							
9	SA	6A-7A		:30	\$125.00	11/03-11/03	1	1	1	\$125.00
			Buyline Comment: NEWS							
10	SA	7A-9A		:30	\$175.00	11/03-11/03	1	1	1	\$175.00

Rep Order#	6837951	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes						

5007 Last Received: Printed: 08/01/2012 9:28 AM
Showing Buylines: All Lines 08/01/2012 11:52 AM

20f

Rep Order# 6837951 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 105007
EC'd Yes

Last Received: 08/01/2012 11:52 AM Printed: 08/02/2012 9:28 AM

3 of 7

Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.				Traffic Order# 105007			
Advertiser	()OBAMA FOR AMERICA				Last Received: 08/01/2012 11:52 AM			
Product	OBAM FOR AMERICA				Printed: 08/02/2012 9:28 AM			
Estimate#	1537							
Buyer	MAURA GILROY							
Phone#								
Fax#								
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week # of Weeks
---	---	---	---	---	---	---	---	---
22	M		12P-1230P	Buyline Comment: NEWS	:30	\$125.00	11/05-11/05	1 1 1 1
23	TU-F		1230P-1P	Buyline Comment: AGENDA	:30	\$90.00	10/30-11/02	5 1 1 1 5
24	M		1230P-1P	Buyline Comment: AGENDA	:30	\$90.00	11/05-11/05	1 1 1 1 \$90.00
25	TU-F		1P-2P	Buyline Comment: AGENDA	:30	\$150.00	10/30-11/02	4 1 1 1 4 \$600.00
26	M		1P-2P	Buyline Comment: DAYS	:30	\$150.00	11/05-11/05	1 1 1 1 \$150.00
27	TU-F		2P-3P	Buyline Comment: DAYS	:30	\$100.00	10/30-11/02	4 1 1 1 4 \$400.00
28	M		2P-3P	Buyline Comment: DRS	:30	\$100.00	11/05-11/05	1 1 1 1 \$100.00
29	TU-F		3P-4P	Buyline Comment: PHIL	:30	\$150.00	10/30-11/02	4 1 1 4 \$600.00
30	M		3P-4P	Buyline Comment: PHIL	:30	\$150.00	11/05-11/05	1 1 1 1 \$150.00
31	TU-F		4P-5P	Buyline Comment: NEWS	:30	\$175.00	10/30-11/02	8 1 1 8 \$1,400.00
32	M		4P-5P	Buyline Comment: NEWS	:30	\$175.00	11/05-11/05	2 1 2 2 \$350.00

Rep Order# 6837951 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Printed: 08/02/2012 9:28 AM
Last Received: 08/01/2012 11:52 AM

4 of 7

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.

Advertiser () OBAMA FOR AMERICA

Product WASHINGTON, DC 20007

Estimate# 1537

Buyer Maura Gilroy

Phone#

Fax#

L/T In Day Time Program

Len Rate Dates

Spots/Week # of Weeks

Total Spots

Total Cost

Daypart

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1537

Flight Dates 10/30/2012 - 11/06/2012

Hiatus Weeks

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

Rep Firm () PHILADELPHIA

Sales Office () AMY MCCREARY

Salesperson () AMY MCCREARY

Printed: 08/02/2012 9:28 AM

Last Received: 08/01/2012 11:52 AM

Traffic Order# 105007									
Showing Buylines: All Lines									
34	M	5P-630P	Buyline Comment: NEWS	:30	\$265.00	11/05-11/05	2	1	2
35	SA	5P-630P	Buyline Comment: NEWS	:30	\$200.00	11/03-11/03	1	1	1
36	SU	830P-930P	Buyline Comment: NEWS AFTER NFL	:30	\$450.00	11/04-11/04	1	1	\$450.00
37	TU-F	630P-7P	Buyline Comment: JEOPARDY	:30	\$260.00	10/30-11/02	4	1	\$1,040.00
38	M	630P-7P	Buyline Comment: JEOPARDY	:30	\$260.00	11/05-11/05	1	1	\$260.00
39	TU-F	7P-730P	Buyline Comment: WHEEL	:30	\$260.00	10/30-11/02	4	1	\$1,040.00
40	M	7P-730P	Buyline Comment: WHEEL	:30	\$260.00	11/05-11/05	1	1	\$260.00
41	TU-F	730P-8P	Buyline Comment: FACE TO FACE	:30	\$150.00	10/30-11/02	4	1	\$600.00
42	M	730P-8P	Buyline Comment: FACE TO FACE	:30	\$150.00	11/05-11/05	1	1	\$150.00
43	SA	630P-7P	Buyline Comment: JEOPARDY	:30	\$175.00	11/03-11/03	1	1	\$175.00

Rep	Order#	6837951	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes							

5007
Last Received: 08/

Printed: 08/02/2012 9:28 AM
08/01/2012 11:52 AM

۲۷

Rep Order# 6837951 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 105007
EC'd Yes Last Received: Printed: 08/01/2012 9:28 AM 7 of 7

Last Received: 08/01/2012 11:52 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () OBAMA FOR AMERICA
Product OBAM FOR AMERICA
Estimate# 1537
Buyer MAURA GILROY
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/F2/E 95/101/1537
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

L/T In Day Time Program
--- --- --- --- ---

L/T	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
66	SU		1135P-12A	BuyLine Comment: SPORTS NIGHT	:30	\$90.00	11/04-11/04	1	1	1	\$90.00	

BuyLine Comment: SPORTS NIGHT

—REPORT TOTALS—
Report Totals: 164 / \$37,250.00

—SALES MONTHLY TOTALS—

Nov 12: 164 / \$37,250.00

Sales Totals: 164 / \$37,250.00

Station Totals: 164 / \$37,250.00

Lines not sent/rclcd/rtrn: 0 / -\$0.00

—COMPETITIVE—

Market Totals	CATV	KBLR	KJNC	KLAS	KSNV	KVVU
\$124,167	0%	0%	0%	21%	30%	26%
	KTNV	14%	KVCM	5%	KVMY	3%
XXXX	0%	KTUD				

—COMPETITIVE COMMENTS—
SHARES ESTIMATED

Books NOV12
Demos RA35+

—Agency Comment—

PLEASE NOTE ADDRESS CHANGE EFF 8/12

—CREDIT RISK—
CASH IN ADVANCE